

Message Text

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ACTION SIG-02

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FM AMEMBASSY PRETORIA

TO USIA WASHDC PRIORITY

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USIAC

USIA FOR IAA/ STATE S/IG FOR ROGERS

E.O.11652: N/A

SUBJECT: CP REASSESSMENT

1. TWO WEEKS AFTER HIS ARRIVAL AT POST THE NEW CPAO CALLED A MEETING IN PRETORIA OF ALL AMERICAN USIS OFFICERS, PLUS DIRECTRESS OF DURBAN READING ROOM, AND MEMBERS OF THE USIS PRETORIA STAFF TO FORMULATE COUNTRY OBJECTIVES, ASSESS PRIORITIES, AND SELECT AUDIENCES, AS RECOMMENDED BY THE USIA INSPECTORS. AS THE USIA INSPECTORS NOTED, "INTENSIVE AND EXTENDED MEETINGS OF THE AMERICANS AND SENIOR FSLs AT THE POST, ON A REGULAR (PERHAPS QUARTERLY) BASIS, WILL PROBABLY BE NECESSARY FOR MAKING THESE DECISIONS AND ENSURING THAT THEY ARE UNDERSTOOD AND IMPLANTED THROUGHOUT USIS SOUTH AFRICA."

2. AT THIS FIRST MEETING FOUR OBJECTIVES WERE ADOPTED, BASED ON MISSION OBJECTIVES AND ACCOMPLISHABLE BY USIS SOUTH AFRICA. FURTHER DISCUSSION OF THE RESULTS OF THE USIS OFFICERS MEETING WITH OTHER MEMBERS OF THE COUNTRY TEAM HAS RESULTED IN A REWORKING AND SHARPENING OF THE OBJECTIVES INCLUDED IN THE CPP. IT IS REQUESTED THAT THE AGENCY SUBSTITUTE THE FOLLOWING FIVE OBJECTIVES FOR THE FOUR ORIGINALLY SUBMITTED.

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A. POLITICAL AND SECURITY AFFAIRS OBJECTIVES:

4. PROMOTE AMONG THE POLITICALLY AWARE POPULATION OF SOUTH AFRICA A BETTER UNDERSTANDING OF AMERICAN FOREIGN POLICY WITH PARTICULAR EMPHASIS ON OUR POLICY IN SUPPORT OF MAJORITY RULE IN SOUTHERN AFRICA AND INDEPENDENCE FOR NAMIBIA.

B. ECONOMIC OBJECTIVES:

3. COUNTERACT THE GROWING ATTITUDE AMONG NONWHITE STUDENTS AND YOUNG PEOPLE THAT THE UNITED STATES IS MORE INTERESTED IN PROTECTING AMERICAN INVESTMENT AND TRADE THAN IN USING ITS INFLUENCE TO PERSUADE THE SAG TO MOVE AWAY FROM INSTITUTIONALIZED DISCRIMINATION.

C. U.S. POLITICAL AND SOCIAL PROCESSES OBJECTIVES:

1. ENCOURAGE AFRIKANER AND OTHER WHITE LEADERS AT ALL LEVELS TO MOVE AWAY FROM INSTITUTIONALIZED RACIAL DISCRIMINATION BY DEMONSTRATING HOW WE HAVE GONE ABOUT INTEGRATION IN THE UNITED STATES AND WHAT HAS BEEN ACHIEVED.

2. IDENTIFY AND CULTIVATE PRESENT AND POTENTIAL NONWHITE LEADERS IN ORDER TO DEMONSTRATE U.S. SUPPORT FOR A MULTIRACIAL SOCIETY IN SOUTH AFRICA IN WHICH ALL ETHNIC GROUPS SHARE IN THE POLITICAL AND ECONOMIC LIFE OF THE COUNTRY.

D. ARTS AND HUMANITIES OBJECTIVES:

5. BROADEN AMERICAN CONTACTS WITH NONWHITES AND ENCOURAGE COMMUNICATION AMONG SOUTH AFRICANS OF ALL RACES THROUGH PRESENTATION OF AMERICAN CULTURAL PROGRAMS.

3. IN AN EFFORT TO MAKE CERTAIN THAT THE POST NOT "SCATTER ITS LIMITED SHOT," AS INSPECTORS FEARED IT HAD BEEN DOING, DISCUSSION AT MEETING WAS CENTERED ON ELIMINATION OF marginally useful programs (SPEAKERS, EXHIBITS, PRESENTATIONS, FILMS) AND CONCENTRATING POST'S LIMITED OFFICIAL USE

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LIMITED MANPOWER AND FINANCIAL RESOURCES ON THBSE ACTIVITIES WHICH DIRECTLY AND POSITIVELY SUPPORT STATED PROGRAM OBJECTIVES.

4. IT WAS DECIDED THAT AN OFFICER FROM USIS PRETORIA WOULD VISIT JOHANNESBURG, CAPE TOWN, AND DURBAN TO WORK DIRECTLY WITH THE STAFFERS INVOLVED IN SETTING UP THE AUDIENCE RECORD SYSTEM AND REGISTERING THE AUDIENCE

MEMBERS ON CARDS AND ADDRESSOGRAPH PLATES TO ASSURE THAT THE SYSTEM WOULD BE UNIFORM AND CONSISTENT IN ALL BRANCHES OF USIS SOUTH AFRICA. THIS WAS TO BE DONE AS SOON AS POSSIBLE AFTER THE VISIT OF ARS CONSULTANT DAVID SHEPPARD (HE WAS HERE JULY 29-30; OFFICER WILL VISIT BRANCHES NEXT WEEK). POST PLANS TO HAVE ITS COUNTRYWIDE PRIMARY AUDIENCE DEFINED AND RECORDED BY END OF AUGUST. THIS WILL INCLUDE INSTITUTIONAL AUDIENCES, SUCH AS UNIVERSITY OF THE NORTH AND UNIVERSITY OF SULLULAND, WHERE PROGRAMMING WILL BE INTENSIFIED IF POST RESOURCES ARE INCREASED AS SUGGESTED BY USIA INSPECTORS

5. POST DEFINES ITS AUDIENCES, IN BROADEST TERMS, AS POLICY MAKERS AND OPINION MOLDERS IN THE WHITE COMMUNITY (SAG OFFICIALS, EDUCATORS, MEDIA), INSTITUTIONS OF HIGHER EDUCATION (BOTH WHITE AND NONWHITE) WHICH PRODUCE POTENTIAL LEADERS, AND ESTABLISHED LEADERS OF BLACK COMMUNITY IN FIELDS OF BUSINESS, COMMUNITY ACTION, CHURCH, SCHOOL, LABOR AND SOCIAL WORK. INDIVIDUAL MEMBERS OF POST'S PRIMARY AUDIENCES WILL BE SELECTED IN ACCORDANCE WITH DEFINITIONS SET FORTH IN MOA XVI-500 A-2. INPUT WILL BE SOLICITED FROM ALL U.S. MISSION ELEMENTS, INCLUDING OFFICERS OF THE CONSULATES GENERAL. THE MISSION IS FORTUNATE IN HAVING A NUMBER OF NEW YOUNG OFFICERS WHO WILL BE ACTIVE IN CONTACT WORK AND WILL BE ABLE TO MAKE A VALUABLE CONTRIBUTION IN EXPANDING THE TARGET AUDIENCE AND SUPPORTING USIS OBJECTIVES IN GENERAL.

6. ALTHOUGH THE GREATER PART OF POSTS' RESOURCES WILL CONTINUE TO BE DEVOTED TO LEADERS OF THE NONWHITE COMMUNITY, PROGRAMMING IN CAPE TOWN FOR LEGISLATORS AND MEDIA REPRESENTATIVES WILL BE INTENSIFIED DURING LIMITED OFFICIAL USE

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THE PARLIAMENTARY SESSIONS FROM JANUARY TO JUNE. WE BELIEVE THAT THESE TWO VERY IMPORTANT ELEMENTS OF OUR AUDIENCE, WHO ARE MORE OR LESS "CAPTIVE" DURING THE CAPE TOWN SEASON WILL BE RECEPTIVE TO A VARIETY OF PROGRAMS BOTH IN THE INFORMATION CENTER (WHICH WILL NOW HAVE THE SPACE AND FACILITIES NECESSARY FOR SUCH PROGRAMS) AND IN THE PARLIAMENTARY AND SPECIAL PRESS OFFICES.

7. REGIONAL LIBRARIAN BENJAMIN WHITTEN HAS AGREED TO POST'S REQUEST TO COME TO SOUTH AFRICA IN SEPTEMBER TO CONSULT WITH USIS OFFICERS ON THE LIBRARY ASPECTS OF THE INSPECTION REPORT. A COMMITTEE OF SENIOR POST OFFICERS HAS TENTATIVELY IDENTIFIED 18 "INTEREST AREAS" OR THEMES (FROM A SUGGESTED LIST OF 30) WHICH SUPPORT POST OBJECTIVES, AND WILL MAKE FINAL DETERMINATION AFTER

DISCUSSION WITH MR. WHITTEN. PROGRAM BOOKS WILL BE SUPPLEMENTED WITH APPROPRIATE REFERENCE COLLECTIONS IN BOTH LIBRARIES (JOHANNESBURG AND CAPE TOWN) AND BOTH READINO ROOMS (DURBAN AND SOWETY), AND WITH APPROPRIATE AMERICAN PERIODICALS. POST IS NOW IN THE PROCESS OF DETERMINING IF IT CAN GET CERTAIN AMERICAN MAGAZINES REMOVED FROM THE BANNED LIST, OR, IF NOT, IF THEY MAY BE STILL DISPLAYED IN USIS FACILITIES.

8. COUNTRY TEAM IS REVIEWING 18 PROJECT PROPOSALS DIRECTED AT OUR PRIORITY TARGET AUDIENCES WHICH WE BELIEVE WILL BE EFFECTIVE IN ACHIEVEMENT OF CP OBJECTIVES. THESE AND OTHER AD HOC PROJECTS CAN BE CARRIED OUT WITH MAXIMUM IMPACT ONLY IF RESOURCE LEVELS ARE INCREASED AS RECOMMENDED BY INSPECTORS.

9. DECLASSIFY ON RECEIPT.
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